

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the instant application:

**Listing of Claims:**

1. (Currently Amended) A method for ~~rebooking~~ boarding passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising the steps of:

storing passenger data for each passenger booked on said flight;

determining a number of passengers likely being overbooked and to be denied boarding;

determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

for each determined denied boarding candidate, obtaining the corresponding passenger data including a frequent flyer status, a remaining flight ticket value, a rebooking cost, a passenger lifetime value, and customer relationship management data, and flight operations data including flight schedule and seat availability on the airline and competitor airlines ~~using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;~~

processing the passenger data and the flight operations data based on a set of rules including at least one among a rule for arranging said determined denied boarding candidates according to a descending revenue impact to the airline, a rule for arranging

said determined denied boarding candidates according to passenger frequent flyer status,  
and a rule for arranging said determined denied boarding candidates according to a  
lifetime value of each passenger; and

selecting passengers from the determined denied boarding candidates for boarding  
based on a result of the processing

~~for each denied boarding candidate, using said passenger data to compute a~~  
~~lifetime value to the commercial airline of the denied boarding candidate;~~

~~for each denied boarding candidate, computing a financial value of the denied~~  
~~boarding candidate based upon the lifetime value of the denied boarding candidate, a cost~~  
~~of the incentive, and the cost of rebooking the denied boarding candidate;~~

~~comparing said passenger data for said denied boarding candidates and ranking~~  
~~each denied boarding candidate according to the financial values of each of the denied~~  
~~boarding candidates;~~

~~selecting passengers for said flight based on said ranking of said denied boarding~~  
~~candidates and said determined number such that~~

~~when only one available seat on the commercial flight remains and two of~~  
~~said passengers without seats prefer to fly on the commercial flight and are equally~~  
~~ranked, the available seat is assigned to the one of said two passengers without~~  
~~seats having the higher lifetime value to the commercial airline, and~~

~~when one available seat on the commercial flight remains and two of said~~  
~~volunteers prefer to accept said incentive and are equally ranked, the one of said~~  
~~two volunteers having the higher lifetime value is selected to be rebooked and~~  
~~receive the incentive.~~

2-13. (Cancelled).

14. (Currently Amended) A system for ~~rebooking~~ boarding passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising:

means for storing passenger data for each passenger booked on said flight;

means for determining a number of passengers likely being overbooked and to be denied boarding;

means for determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

means for obtaining, for each determined denied boarding candidate, the corresponding passenger data including a frequent flyer status, a remaining unflown ticket value, a rebooking cost, a passenger lifetime value, and customer relationship management data, and flight operations data including flight schedule and seat availability on the airline and competitor airlines ~~using said passenger data to compute, for each denied boarding candidate, a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;~~

means for processing the passenger data and the flight operations data based on a set of rules including at least one among a rule for arranging said determined denied boarding candidates according to a descending revenue impact to the airline, a rule for arranging said determined denied boarding candidates according to passenger frequent flyer status, and a rule for arranging said determined denied boarding candidates according to a lifetime value of each passenger; and

means for selecting passengers from the determined denied boarding candidates for boarding based on a result of the processing

~~means for using said passenger data to compute, for each denied boarding candidate, the lifetime value to the commercial airline of the denied boarding candidate;~~

~~means for using said passenger data to compute, for each denied boarding candidate, a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate, a cost of the offered incentive, and the cost of rebooking the denied boarding candidate;~~

~~means for comparing said passenger data for said denied boarding candidates and ranking each denied boarding candidate based on the financial values of each denied boarding candidate;~~

~~means for selecting passengers for said flight based on said ranking of said denied boarding candidates and said determined number such that~~

~~when only one available seat on the commercial flight remains and two of said passengers without seats prefer to fly on the commercial flight and are equally ranked, the available seat is assigned to the one of said two passengers without seats having the higher lifetime financial value to the commercial airline, and~~

~~when one available seat on the commercial flight remains and two of said volunteers prefer to accept said incentive and are equally ranked, the one of said two volunteers having the higher lifetime financial value is selected to be rebooked and receive the incentive.~~

15. (Cancelled) .

16. (Currently Amended) A computer-readable storage having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform a method for boarding passengers when seats on a

commercial airline flight flown by a commercial airline are overbooked, the method comprising the steps of:

storing passenger data for each passenger booked on ~~[[a]]~~ the flight;

determining a number of passengers ~~likely being overbooked and~~ to be denied boarding;

determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

for each determined denied boarding candidate, obtaining the corresponding passenger data including a frequent flyer status, a remaining unflown ticket value, a rebooking cost, a passenger lifetime value, and customer relationship management data, and flight operations data including flight schedule and seat availability on the airline and competitor airlines ~~using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;~~

processing the passenger data and the flight operations data based on a set of rules including at least one among a rule for arranging said determined denied boarding candidates according to a descending revenue impact to the airline, a rule for arranging said determined denied boarding candidates according to passenger frequent flyer status, and a rule for arranging said determined denied boarding candidates according to a lifetime value of each passenger; and

selecting passengers from the determined denied boarding candidates for boarding based on a result of the processing

~~for each denied boarding candidate, using said passenger data to compute a lifetime value to the commercial airline of the denied boarding candidate;~~

~~for each denied boarding candidate, computing a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate, a cost of the incentive, and the cost of rebooking the denied boarding candidate;~~

~~comparing said passenger data for said denied boarding candidates and ranking each denied boarding candidate according to the financial values of each of the denied boarding candidates;~~

~~selecting passengers for said flight based on said ranking of said denied boarding candidates and said determined number such that~~

~~when only one available seat on the commercial flight remains and two of said passengers without seats prefer to fly on the commercial flight and are equally ranked, the available seat is assigned to the one of said two passengers without seats having the higher lifetime value to the commercial airline, and~~

~~when one available seat on the commercial flight remains and two of said volunteers prefer to accept said incentive and are equally ranked, the one of said two volunteers having the higher lifetime value is selected to be rebooked and receive the incentive.~~

17-26. (Cancelled).